

# **Linking A Path To The World**

## **PARTNERSHIP WITH BUSINESS PROJECT**



**Raymond Central  
Future Business Leaders of America  
Chapter #6851  
Raymond, Nebraska**

**1998-1999**

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## DEVELOPMENT OF PROJECT

Linking a Path to the World was the project selected by the Raymond Central Future Business Leaders of America (FBLA) Partnership with Business Committee that would help members develop leadership skills and learn more about the business world. Learning to author web pages is an important skill to develop as the trend of business and industry is moving to e-commerce or advertising and marketing on the worldwide web. The committee chose a project with three objectives. The first objective was to form a partnership with the Information Services Division of the city of Lincoln. The second objective was to design informative web pages for the villages of Davey, Raymond, Ceresco, and Valparaiso which would allow members to apply classroom and web authoring skills and learn new design techniques from experienced webmasters. Developing a positive rapport with the members of the communities was the committee's third objective.

The first objective was accomplished by forming a partnership with the Information Services Division of the city of Lincoln. The city of Lincoln had received a grant titled InterLinc which funded the creation of homepages and Internet access for all of villages in Lancaster County. The partnership would allow members the opportunity to work directly with members of the Information Services Division of the city of Lincoln to design homepages. By adopting the villages of Davey and Raymond in Lancaster County to create homepages for the communities, members were able to accomplish the second objective. To include all of the villages in the school district, the committee also created web pages for the towns of Ceresco and Valparaiso. In order to accomplish the third objective, members contacted the citizens in each of the towns to collect data. This was done by researching information about the history of the towns, churches, and schools. The committee also contacted members of the city government and each local civic organization to create a calendar of events. The committee used skills developed in the business classroom to help them create the homepages.

The committee felt the partnership with the city of Lincoln provided an opportunity for numerous members to become involved and interact with members of the business community. Those involved would learn how to use web page authoring software. All of the participants designing the homepages would provide a service to the citizens of the communities as well as increase their knowledge of web page design.



## **ROLES AND RESPONSIBILITIES OF LEADERS**

The partnership project gave the city of Lincoln's Information Services Manager, Terry Lowe, the opportunity to explain the city's philosophy of developing local industry and stimulating the economy. The city chose to do this by applying for and receiving a grant. The grant would then involve having high school students create a homepage for each community. The grant would also strengthen our communities by promoting them throughout the homepages. The project would create a partnership between the city of Lincoln and local high school students which would enable students to practice "real world" skills and promote a relationship between the students and their local communities.

To become successful leaders, committee members decided to define the term leadership. Leadership is the ability to influence the thoughts and actions of people. Leadership is not doing things for the group; rather it is helping the group decide what is to be done and how to do it. It is a willingness to take the initiative to try new things and the dedication to get them done. Participants would need to become involved in activities that would enable them to possess and develop the following characteristics:

**L**ead and demonstrate qualities of poise and confidence.

**E**xpress the desire to take charge and carefully plan programs so everything works efficiently.

**A**pply new ideas and a willingness to be a risk taker.

**D**emonstrate the desire to act as a helper, umpire, and moderator so that all are encouraged to share in the project.

**E**ncourage and guide others to review and meet goals.

**R**esponsible and works efficiently, by not procrastinating.

**S**ensitive to individual differences and ability levels.

## ROLES AND RESPONSIBILITIES OF LEADERS (continued)

Realizing the need to learn more about the various aspects of the Internet, the committee formed a partnership with the city of Lincoln to learn more about creating homepages. The experience consisted of a group effort to produce a quality homepage for the following villages: Davey, Raymond, Ceresco, and Valparaiso. The project allowed members to learn from the city's Information Services Department, which has employees experienced in web page design. It also required members to develop contacts with the members of each community to gather the necessary data for the project. Members developed valuable leadership skills and fostered a positive relationship with members of the community and City of Lincoln employees.

Completing the objectives of the project enabled members to learn about an important segment of the business world, to network with members of a business, and to learn more about web page development and using authoring software. It also provided an opportunity to work with citizens as well as civic organizations in the communities. Terry Lowe, System Project Manager of the Information Services Division, and Chris Plock, from the city of Lincoln, provided advice to help the committee plan and design the web pages (See Appendix I).

This allowed the committee to design quality pages.

Committee members who completed the homepages have gained valuable skills which they can apply to future careers. They also experienced a sense of accomplishment and the self satisfaction of knowing that the project was done to the best of their ability.



*Debbie Buresh meets with the librarian to research the history of Valparaiso.*

ity.

## BUSINESS INVOLVEMENT

The Partnership with Business Project gave members the opportunity to develop homepages for the communities of the school district. The committee was approached by Terry Lowe from the city of Lincoln to create these homepages under the city's grant, InterLinc. Project InterLinc was originally established in 1995 by a federal grant award from the Department of Commerce, National Telecommunications and Information Administration (NTIA). InterLinc continues to serve all the citizens of Lincoln and Lancaster County by making local government services available via Internet and by providing free access to those services. Project InterLinc proposes to coordinate, support, and enhance services to all twelve incorporated rural communities in Lancaster County by establishing a formal partnership between six rural public high schools, two corporate sponsors, and the Information Services Division of the city of Lincoln. While learning about an important aspect of the Internet, the members found a new way of sharing information among those living within the communities and others interested about the villages.

The committee was approached by the city of Lincoln about developing a partnership to create homepages for the villages of Davey and Raymond. The committee agreed to adopt the villages of Davey and Raymond. They were committed to providing each village with an in-depth web site that would be created and maintained by members. The Chapter received \$1,200 per village for the service they provided. To provide a like service for the other villages in our school district, the committee created homepages for Valparaiso and Ceresco and will maintain these on the high school web server.

The committee met with two business representatives from the City of Lincoln about creating the web sites. Terry Lowe, System Project Manager of the Information Services Division, and Chris Plock from the city of Lincoln met with the committee to provide them with a template of pages. They also provided other recommendations such as using graphics under 50K (kilobytes) to minimize downloading time and using FTP software for easy



*InterLinc Logo*



## BUSINESS INVOLVEMENT (continued)

access between the committee and the city of Lincoln.

Members of the committee were assigned to gather information about the historical facts of churches, schools, and other important events of each community. Elected officials from each village were available for members to contact if they had any questions. Information was obtained by contacting the city clerk of each village to find out members of the village board. Contacts were also made with members of each civic organization about meeting times and other upcoming events. The business directory page was completed by researching information from the local telephone book. Other contacts were made with the members of the community and the local libraries to get additional historical information and photographs.



*Brooke Swanson displays the book which she used to research the history of Ceresco.*

## DEGREE OF INVOLVEMENT

Forty percent of our membership participated in the InterLinc Partnership which started in October 1998 and continued through February 1999. The project involved eighteen members (See Appendix II). Ten members attended the initial one-hour meeting with City of Lincoln officials to learn about the project and their expectations for the homepages. Five members spent 20 hours meeting with community members or making calls to village officials. Three members spent 10 hours conducting research at local libraries. Three members took the digital pictures and photographs of chosen sites in the communities which involved 10 hours. Five members created the web pages which took them approximately 100 hours. The project also involved meetings among the committee members to coordinate and plan the material needed for each page and review their progress. The committee completed the project by sending two members to attend the check presentation at the City/County Building on February 23, 1999. This, however, is an ongoing project as we will continue to add to the homepages when the civic organizations submit new material for the community calendars. The partnership agreement requires us to continue to maintain the homepages.

Eighteen members worked on the project over one hundred and fifty hours. They had the opportunity to learn more about the challenging field of computers and communications on the Internet. Members also learned project coordination and time management skills as data had to be collected before the web page designers could continue with their task. Committee members also experienced valuable networking with members of local organizations and other members of the community while they collected information for the homepages. The project provided members with an opportunity to learn the valuable skill of authoring web pages which the members can apply to many future careers.



*Lindsey Eden inputs data for Raymond's Homepage.*



## CHAPTER INVOLVEMENT

Raymond Central FBLA members felt the partnership project with InterLinc was extremely beneficial. The members developed oral and written communications skills by writing articles for the homepages and talking with employees from the Informational Services Division and citizens from the local communities. Each member learned organizational skills by scheduling meetings with community members to gather information for the homepages and organizing the material and pictures for each page. Members designing the homepages learned how to use Microsoft FrontPage 98, an HTML authoring software package, as well as Adobe PhotoDeluxe to edit and convert photographs into HTML format.

Trying to increase member involvement, the Partnership Committee designed a project that would let members get a firsthand view of computer skills that would be helpful in the future. The InterLinc partnership with the city of Lincoln helped members learn how to design homepages. The project involved about forty percent or eighteen of our members. Members on the committee were assigned various tasks of taking photographs of businesses and other sites in the communities, meeting with city of Lincoln officials, conducting research on the history of the communities with community members and public libraries, calling village clerks or other village officials, and creating the pages which included planning



*Debbie Buresh and Mr. Marsh accept the check from Terry Lowe.*

## CHAPTER INVOLVEMENT (continued)

page layout, entering text, scanning and converting images, and proofreading the completed pages. Each of the eighteen members completed various portions of the project with a total time commitment of over 150 hours.

The Partnership with Business Committee tried to get as many of its members involved as possible. The project not only involved FBLA members but also citizens from each community and allowed members to network with civic organizations and local government officials. The project involved many of Central FBLA's members and provided them with a valuable learning experience that they can use now as well as later in their careers.



*Jill Diltz works on the creation of a homepage.*

## PUBLICITY

To publicize the partnership with the city of Lincoln and the development of the homepages, an article was written for The News published in Waverly (See Appendix III). The article described the activities of the partnership formed with the city of Lincoln. It also discussed the ways members obtained information for the creation of the homepage and the involvement with the community. Publicity was also received in The Mustang, the district newsletter and a description of the project was included in the Raymond Central FBLA Chapter homepage. Final recognition was received in the Lincoln Journal Star from an article describing the partnership with the city of Lincoln.

To make more local citizens aware of the project and the information available to them, the committee downloaded the homepages on a laptop computer and showed the pages to business owners and their employees who attended the Entrepreneurs' Breakfasts the Chapter held during FBLA Week. Approximately 110 community members attended the breakfasts held in Valparaiso and Ceresco. The committee tried to use all available resources of publicity to gain recognition for the members' efforts and to make members of the community aware of the information available to them.



*Community members view the Ceresco Homepage at the breakfast in Ceresco.*

## SUMMARY

The Partnership Project was a worthwhile learning experience which helped members develop leadership and communication skills as well as gain valuable information about the Internet segment of the business world. The committee felt that each student who participated in the project became involved because they were eager to learn about the surrounding villages and had an interest in the development of homepages. The members' participation in the project enabled them to further develop their knowledge of the Internet, increased their knowledge of authoring web pages, and provided them with an opportunity to network with successful business people. Becoming involved also provided members with a very important opportunity to interact with members of their local communities and learn more about the history of the area. In addition to developing computer and Internet skills, the project provided a twenty-first century avenue of communications linking the citizens in the communities of the school district to the world.



*Sample page from the Davey Homepage.*

**APPENDIX**

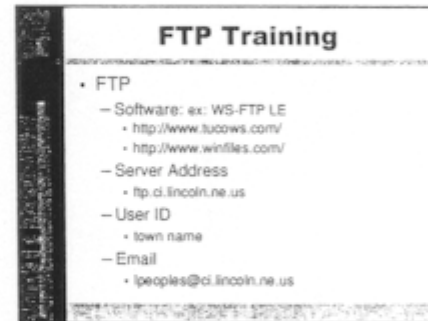
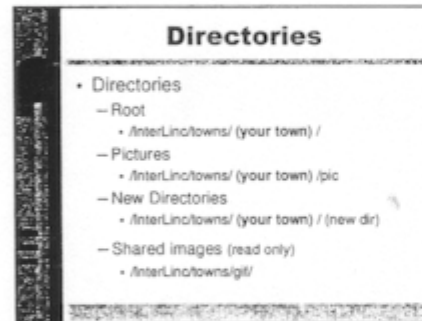
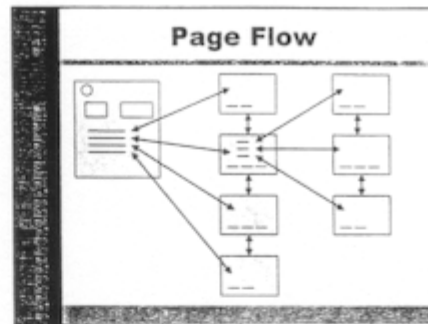
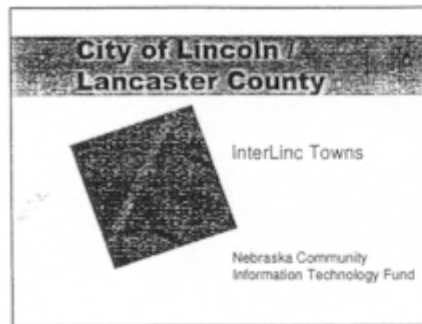
**APPENDIX**





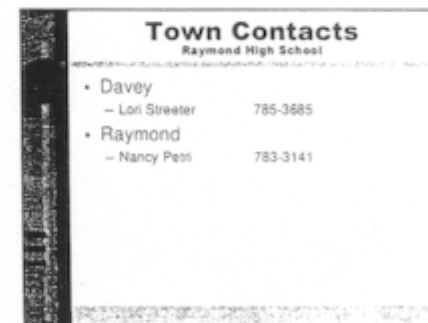
## APPENDIX

### Appendix I



Download Time

	K / Sec	25 K File	50 K File	100 K File	1 MB File
14.4 modem	1.5 K	17 sec	33 sec	66 sec	11 min
28.8 modem	3 K	8 sec	17 sec	33 sec	6 min
56.6 modem	7 K	4 sec	7 sec	14 sec	2 min
T1	150 K	0.2 sec	0.3 sec	0.6 sec	7 sec



Handout provided by Terry Lowe from the city of Lincoln at the first committee meeting



APPENDIX

Appendix II

Meeting with City of Lincoln Officials - 10 members x 1 hour =	10 hours
Meeting with Community Members and Phone Calls - 5 members	20 hours
Research at :Libraries - 3 members	8 hours
Photography of Village Sites - 3 members	10 hours
Authoring Web Pages - 5 members	100 hours
Presentation Ceremony - 2 members x 2 hours =	<u>4 hours</u>
<b>Total Hours</b>	<b>152 hours</b>

## APPENDIX

### Appendix I

FEBRUARY 16, 1999 THE NEWS

#### Central's FBLA receives grant

RAYMOND - The Raymond Central FBLA's Partnership with Business Committee has partnered with the City of Lincoln under the grant called InterLink. This grant was designed to create web pages for all towns in Lancaster County. The chapter was responsible for creating web pages for the towns of Davey and Raymond. Committee members gathered information from local libraries and members of the communities.

Designing web pages for these towns will allow people throughout the communities to learn about the town's history, churches, local organizations, and will feature a

calendar of events as well.

Information on Davey can be viewed at <http://interlink.ci.lincoln.ne.us/interLink/towns/davey/index.htm> and Raymond at <http://interlink.ci.lincoln.ne.us/interLink/towns/ramond/index.htm>.

Valparaiso and Ceresco can also be viewed at the Raymond Central home page at <http://raymond/ramond/home.htm> and then select communities.

Committee members include Jill Diltz, Lindsey Eden, Chris Love, Brooke Swanson, and chair, Debbie Buresh.

Debbie Buresh and Jill Diltz, reporters

Article from *The News*.

#### THE MUSTANG

February, 1999

#### Check Out the New and Improved Home Page!

The FBLA has been involved with a project called InterLink funded by a grant obtained by the city of Lincoln to create web pages for all communities in Lancaster County. Members have recently finished pages for Davey and Raymond which can be viewed at address <http://interlink.ci.lincoln.ne.us/interLink/county.htm> or you can see them by going to the community page on the Raymond Central homepage. Pages for the communities of Ceresco and Valparaiso can be viewed from the Raymond Central homepage, Communities link. Debbie Buresh, chair of the Partnership Committee, and Lindsey Eden, Brooke Swanson, Jill Diltz, and Chris Love were FBLA members who created the pages.

Article from *The Mustang*.

Lincoln Journal Star  
Wednesday, February 24, 1999

#### Students help towns on Internet

BY MARK ANDERSEN  
Lincoln Journal Star

Computer-savvy students from six rural high schools have adopted 12 Lancaster County villages.

They will maintain information about the villages on the Internet through InterLink, the Lincoln and Lancaster County Internet site.

The partnership gives small communities an up-to-date site while allowing rural students the opportunity to build and maintain them. Each school receives \$1,500 for each site managed. The money is provided through a grant from the state Information Technology Commission.

Checks were handed out Tuesday at the Lancaster County Board of Commissioners meeting.

Rural high schools with their adopted villages are:

- Crete High School: Denton, Hallam and Sprague.
- Malcolm High School: Malcolm.
- Norris High School: Firth, Hickman, Panama and Rock.
- Palmyra High School: Hebron.
- Raymond Central High School: Davey, Raymond.
- Waverly High School: Waverly.

The sites can be reached at <http://www.ci.lincoln.ne.us>.

Article from the *Lincoln Journal Star*.